

## Message Text

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12

ACTION COME-00

INFO OCT-01 EUR-25 ADP-00 EB-11 TRSE-00 OMB-01 CIAE-00

INR-10 NSAE-00 RSC-01 RSR-01 /050 W

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P 140915Z AUG 73

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC PRIORITY 1830

UNCLAS THE HAGUE 3551

FOR COMMERCE (GARNITZ AND HUMBERT)

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJECT: IN-STORE PROMOTION -- VROOM & DREESMANN (V&D)

REF: THE HAGUE 3112

1. AS HAD BEEN PRE-ARRANGED DURING GARNITZ JUNE VISIT HERE, EMBASSY REPS MET AUGUST 10 WITH V & D TO DISCUSS PROPOSED SPRING 1974 IN-STORE PROJECT. V&D OFFICIALS PRESENT WERE MIDDELHOFF AND SCHRETLEN WHO SHARE MANAGEMENT OF STORE'S BUYING STAFF (I.E. ROUGHLY 100 BUYERS OPERATING IN NINE BUYING DEPARTMENTS).

2. V & D REPS WERE FRANK IN STATING THAT FINDINGS OF THEIR BUYERS OVER PAST FEW WEEKS RE: POSSIBILITIES FOR SUBSTANTIAL NEW PROCUREMENT FROM U.S. HAD TURNED OUT LESS FAVORABLE THAN THEY EXPECTED. REPS INDICATED THAT V&D COULD EASILY BUY THE REQUISITE \$250,000 BUT THEY HAD BEEN HOPING FOR THEIR BUYERS TO REPORT A PRONOUNCED SURGE IN U.S. BUYING OPPORTUNITIES INDICATIVE OF A NEW RISING TREND AND PERMITTING THEM LAY GROUNDWORK FOR A SERIOUS AND EXPANDING U.S. PROCUREMENT PROGRAM CONTINUING WELL BEYOND THE INITIAL IN-STORE PROJECT. THAT BUYERS DID NOT SO REPORT CAME AS A SURPRISE TO V&D REPS BECAUSE THEY HAD BELIEVED DOLLAR DEVALUATIONS AND STRONG INFLATIONARY FORCES IN OTHER SOURCE COUNTRIES WOULD ADD MARKEDLY TO THE PRICE COMPETITIVENESS

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OF U.S. - MADE DEPARTMENT STORE LINES. THEY PERSONALLY STILL

FIND IT HARD TO BELIVE OTHERWISE AND THERFORE SAID THEY NOT YET READY TO DROP IDEA OF A STRENGTHENED U.S. PROCUREMENT EFFORT INCLUDING THE SPRING 1974 IN-STORE PROMOTION. THEY THEREFORE PLAN CONTACT DEPARTMENT STORE FRIENDS IN OTHER EUROPEAN COUNTRIES AND ALSO WRITE TO MCGREEVY (THEIR BUYING REPRESENTATIVE IN U.S.) FOR THEIR CURRENT VIEWS ON U.S. PROCUREMENT POSSIBILITIES. IN ADDITION THEY EXPRESSED HOPE THAT EMBASSY WOULD BE ABLE OBTAIN FROM COMMERCE DATA ALONG FOLLOWING LINES:

(A) ANY RECENT U.S. EXPORT STATISTICS SHOWING SIGNIFICANT INCREASES IN U.S. SALES OF SPECIFIC INDIVIDUAL DEPARTMENT STORE ITEMS TO EUROPEAN COUNTRIES SUCH AS FRANCE, WEST GERMANY, NETHERLANDS, BELGIUM, ETC.

(NOTE: V&D APPARENTLY ALREADY HAS PRODUCT GROUP STATISTICS WHICH ARE NOT DETAILED ENOUGH FOR THEIR PURPOSES).

(B) INDICATIONS (WITH AS MUCH VALUE AND VOLUME DATA AS ARE AVAILABLE AND CAN BE DISCLOSED)

OF SPECIFIC SUCCESSFUL ITEMS IN RECENT IN-STORE PROMOTIONS IN NEARBY EUROPEAN COUNTRIES. INCLUDE NAMES OF STORES IF POSSIBLE.

(C) CATALOG OR SIMILAR INFORMATION ON SPECIFIC ITEMS, PRICES, ETC. THAT U.S. BUYING FIRMS OTHER THAN MCGREEVY (E.G. KIRBY BLOCK, AMC, ETC.) ARE RECOMMENDING TO EUROPEAN DEPARTMENT STORE CLIENTS.

(D) ANY OTHER INFORMATION OR MATERIAL E.G. TRADE JOURNALS AND MARKET REPORTS THAT MIGHT BE USEFUL TO THEM.

3. BOTH V&D REPS SAID FOREGOING NEEDED ASAP, WITHIN NEXT TWO WEEKS IF POSSIBLE AND MID-SEPTEMBER AT LATEST SINCE BUYER TRAVEL FOR SPRING 1974 SEASON MUST GET UNDERWAY LATE SEPTEMBER OR EARLY OCTOBER AT LATEST. IF DATA NOT ALL AVAILABLE AT SAME TIME, PLEASE CABLE PIECEMEAL. ALSO AIR-POUCH BULKY MATERIAL ATTENTION COMMERCIAL SECTION.

4. ADDITIONAL NOTES:

(A) V&D REPS AD LETTER FROM MCGREEVY STATING THAT CHARLES JOHNSON OF COMMERCE VISITING NETHERLANDS UNCLASSIFIED

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MID-SEPTEMBER TO DISCUSS IN-STORE PLANNING. WOULD APPRECIATE CONFIRMATION AND DETAILS.

(B) EMBASSY RECOMMENDS (AND REQUESTS CONFIRMATION) THAT \$25,000 ALLOCATION FOR V&D BE HELD UNTIL DEFINITIVE FY-1974 DECISION IS REACHED HOPEFULLY WITHIN NEXT FEW WEEKS OR EARLY OCTOBER AT LATEST. BLODGETT

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
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